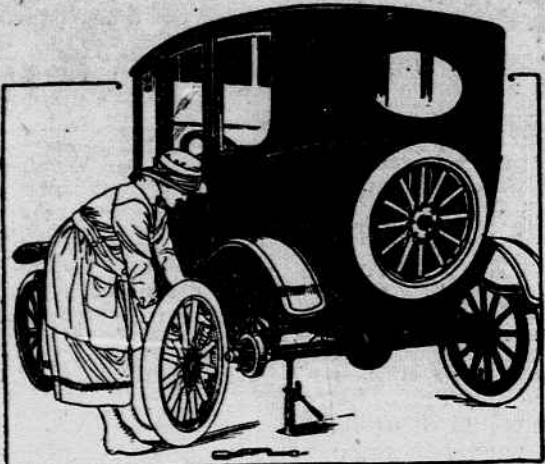


WINTERIZE YOUR FORD!



EVERY WOMAN

who drives a Ford car has tire protection with the Simplicity Demountable Wheel.

YOU can change wheels yourself in case of puncture or blow out in 4 minutes' or less actual time and that, too, with but very little exertion and without getting your dress soiled.

You get the complete outfit, which also includes socket wrench, special patent wheel carrier, side or rear, and an extra wheel for same. We will install this on your car in two hours' time.

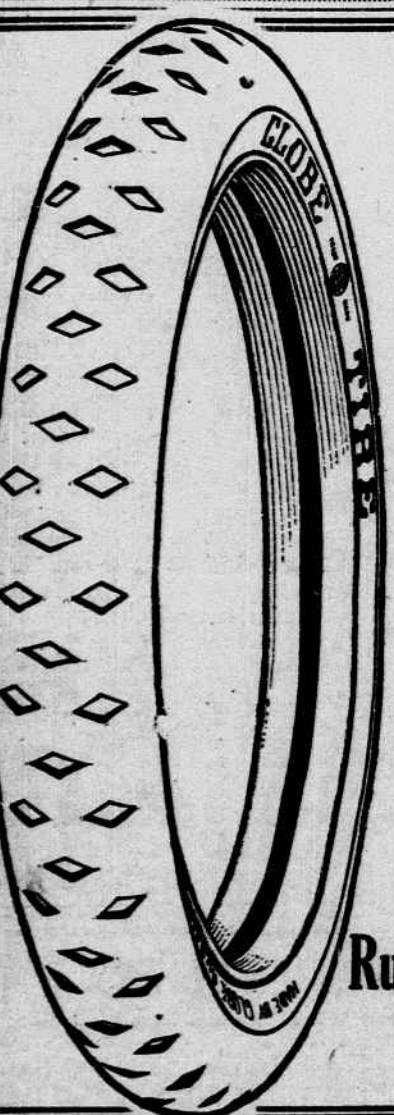
Exclusive territory now open to dealers for coming year. Write us.

The Circle Tire Co., Inc.

Distributors of
Miller Tires,

1214 14th Street N.W.

Phone Main 8714.



Friends:

I'm not here today to belittle the qualities of any tire on earth, but believe me, nowhere in all this broad land, from the lonely pines of far-east Maine to the sun-kissed shores of Santa Barbara, from the hot-tomato stands of New Orleans to the sumptuous homes of gay New York, will you find a tire with the durability, strength, resiliency and power that is embodied in the make-up of the great GLOBE TIRE! I thank you!

Rudolph & West Co.,

1332 New York Ave. N.W.
Phone Main 4870.

DENBY

MOTOR TRUCKS
1, 2, 3 and 5 Tons
IMMEDIATE DELIVERIES

Henderson Motor Car Co.

DISTRIBUTERS

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Quick
Automobiles
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1620-26 M St. N.W. Franklin 3860
District of Columbia Distributors.

NEW AUTO TAGS
READY WEDNESDAY

Effective January 1, But Will
Not Be Issued Until Fol-
lowing Day.

Automobile tags to be issued under the District's new license law, which goes into effect January 1, have reached the license office in the District building and will be ready for distribution Wednesday.

No reservations for tags will be received in the meantime, but the office will be ready for a rushing business the day after New Year. Owners will be expected to procure tags during the month of January.

Wade H. Coombs, superintendent of licenses, has ordered 25,000 of the new license insignias, which are of a flashier design and weigh less than those now in use. Black letters are used on a background of canary yellow, the present tags having a black background with white letters.

May Mean \$100,000 Yearly.
Just how many automobiles and motor vehicles there are in the District is not known, but it is thought the new law will increase the District's revenues from motorists by approximately \$100,000 a year.

During the year that closed June 30 last, the District issued 9,528 tags for automobiles and motor cycles in the District, for a total of \$19,056. Resident motor operators procured 3,865 tags, paying a total of \$11,930. Total receipts from both sources were \$20,986. The license office records do not show what proportion of these machines were new and what proportion were involved in sales and trades, and, for this reason, it is impossible to tell how many automobiles and motorcycles are owned in the District and will come under the provision of the new law. Under the old law a flat rate of \$2 was charged for every tag issued, but when a machine changed hands the license became void. These tags were good as long as the machines remained in the hands of the original purchasers.

New License Fees.
The new law imposes a tax ranging from \$2 to \$10, the former charge being a flat rate for motor cycles. There also is a flat rate of \$6 for all automobile tags, for a total of \$12,000. The charges are in the amounts of \$2, \$5 and \$10, respectively, for automobiles of twenty-four horsepower or less, twenty-four horsepower up to thirty horsepower and thirty horsepower and over. Mr. Coombs estimates that the average payment will be about \$4.50 per tag. If this estimate is correct and 25,000 tags are needed, total receipts will amount to \$112,500. It is Mr. Coombs' opinion, however, that the supply of tags will not be sufficient and that the total revenues will exceed this amount.

AUTO GREAT AID IN
TRANSPORT PROBLEM

Owners Use Cars for Utility Pur-
poses Rather Than Pleasure,
Says Dr. Rowe.

Highway transportation of passengers and freight must be greatly amplified in order that the self-propelled vehicle may in greater degree attain its maximum utility in the present congested condition of all our avenues of communication, asserted Dr. H. M. Rowe, president of the American Automobile Association, which has its national headquarters here, and another of the most helpful in the premises. "As one who gave aid and comfort to the pioneer makers of automobiles in the days when the motor car was passing through its probationary period, I have always been convinced that when the real opportunity presented itself the vehicle would be used for utility and not for pleasure. The automobile does possess in addition to the social interchange that should take place in human existence.

Leads in Utility.
"But I am of the belief that the average car owner now employs his vehicle at least nine-tenths for utility and scarcely one-tenth for pleasure purposes. Of course, this is the case more in the country than in the city. In my personal experience the automobile enables me daily to go from a farm to a city place of business, and it is not possible unless I had the wonderful convenience of an independent means of transport. "We should not needlessly consume fuel and rubber in sightseeing tours, but the American Automobile Association's tour bureau here in Washington and in New York reports an unusually large number of owners who spend their winters in the southern states and on the Pacific coast, making their journeys over the road instead of seeking transportation by rail for their vehicles and even for themselves.

Despite Labor Troubles.
"It is inevitable that road improvement should attract unusual concern, despite labor difficulties and the temporary cessation in the shipment of materials.

"I am of the belief that the newly created highways transport committee, of which Roy Chapman Andrews is the chairman, will make clear to the Council of National Defense that the road problem demands a serious and substantial acceleration at this time so that both motor trucks and passenger automobiles can serve to the extent possible with their countrywide total of four and a half million strong.

ARMY-NAVY DAY AT SHOW.

Men in Uniform to Be Admitted
Free at Big Auto Exhibit.

Quite in keeping with the spirit of patriotism which pervades the automobile industry, there will be an Army and Navy day at the national automobile show in Grand Central Palace, Tuesday, January 8. General Manager S. A. Miles, who directs the national automobile shows held in New York and Chicago under the auspices of the National Automobile Chamber of Commerce, has announced that on Army and Navy day all men in uniform will be admitted as guests of the management. Men in uniform, in addition to being admitted free, will not be obliged to pay the war tax which is required of other patrons.

It has been announced that there will be no exhibits of war products other than at the New York or Chicago show. However, the Palace exposition, which will run from January 8 to 12, will not be lacking in martial atmosphere, for the decorations, enhanced with flags of the allies and service flags, two by three feet in size, in the various booths, will convey an idea of what the industry is doing at home and in the war to help win the war.

Do not neglect to squirt a little oil around the spark and throttle lever connections at intervals. A little of this oil will run down the post and prevent the lever rods from freezing and thus moving at the same time.

DOPEY DAN AND LON.

It Makes No Difference What He Was.
It's What He Is Today!

Dear Folks:

Lon is secretary and treasurer of a certain organization called the Lill' Brothers of the Brightside, and while there ain't a particle o' difference in them an' ordinary folks, so far as eatin' drinkin' an' touchin' one for coin is concerned, their actions are governed entirely by th' stars.

Of course, it's dead ag'in th' rules o' th' organization for any other than a regular member to get a slant at their dope, but as th' kid has hiked out I'm gonna take a chance an' throw what I found on th' screen.

January.
Early in th' month th' sun is friendly, an' later Jupiter is in benefic aspect, but Mars, Mercury, Neptune an' a mess o' lil' tin-horn planets will carry on simply scandalous, an' be evil in sway.

All Joes should wear extra weights on their ever-increasing short skirts, especially when turnin' sharp corners. Th' rule is likely to increase accidents, particularly where automobiles are concerned. Venus, Mercury, Saturn, an' th' rest of th' planetary commission have decided that it's now or never to show th' jay-walker that street crossin's ain't no place for one to peruse th' latest war news, an' that crosin' policemen are stationed there on duty, an' are not to be flirited with.

Mars gives warnin' that as soon as th' folks of th' United States fully appreciate just what th' automobile, an' all that goes with it, is doin' to help this country win th' war, they'll quit yellin' about shuttin' down th' factories an' start in to buy cars again.

Under this configuration th' tempo is likely to be affected unfavorably, an' domestic harmony is supposed to be easily disturbed therefore, if th' Missus chirps up th' movies to night, Jim! you'd better make it th' movies or you might get a iron.

Daily by force of advancing battle, this period will be a unknown quantity. Any person caught with potatoes an' onions, th' same will be bein' taken to a fine an' a increase in their income tax.

Th' latter part of th' month will be a lucky planetary government for them who are after our old friend Kaiser Bill. Th' 27th of th' month is th' big "Frankfurter" birthday, an' it has always been claimed that he'd surely sniff out on th' same day he cut-in. Daily he said to be most tryin' for th' female o' th' species, especially if they start any more o' that picket dooty, which th' war has it they will, as th' majority o' folks have gotten turribly sick o' seein' them "babies" stickin' around.

It's a lucky time for borrowin', that!

AUTO ADVERTISING
AID TO EFFICIENCY

George A. Kissel Tells of Economy in Operation, and Good Resulting.

In a recent interview with George A. Kissel, the president of the Kissel Motor Car Company has this to say about advertising during war time:

"In order to know the methods and equipment necessary to increase efficiency and economy in personal and business activities so as to its bit toward winning the war, the public naturally looks to the advertising section of newspapers."

"The average man or woman today realizes that it is a patriotic necessity to conduct his or her affairs in a highly efficient manner. If the manufacturers of time and labor-saving appliances bring out in their advertising the efficiency and economy features of their products, they will not only maintain business as usual, but will be doing a public favor.

"This is a fact we in the automobile industry are recognizing not only in our advertising and publicity activities, but through letters and salesmen. Automobile and motor truck dealers in closing sales find it pays to show prospects how the automobile enables owners to practically double their capacity by economizing time, and how the motor truck increases drayage and delivery area without a corresponding increase in upkeep, increase in curtailing expenses without curtailing operations.

Public Reading Newspapers.
"There is no doubt about it, the public is reading the newspapers more than ever. The publishers' brilliant patriotic work, the elimination of the fake advertiser, and their activities in stopping the publication of enemy messages in the guise of advertisements are only a few of the watch-dog services that have given the public a new conception of what a newspaper means to a community.

"And there is no class of business men which is more glad to see the newspaper secure the confidence of their readers than advertisers, because it is the extent of confidence which readers have in a publication that makes or breaks its circulation. Inasmuch as it circulates which newspapers sell to advertisers, it can be seen that the future of both the newspaper and the advertiser will be that much brighter, because the easier it is to sell from the newspaper's standpoint, and the more the results will accrue to the advertiser.

"Then Uncle Sam entered the war advertising was practically the first of the business world's long range weapons to be brought into play to maintain business as usual.

Maintains Its Balance.
"This recognition and use of the power of advertising has helped the business world maintain its balance at a time when equilibrium is a necessity. "A noteworthy example of the results the right kind of advertising will secure is that of the country-wide adoption of the automobile and motor truck. Just as in the case of increased business which the country's industries have been waging, so the world war for permanent democracy has emphasized the utility and necessity of the automobile and motor truck. Without the dependable transportation they offer, the rapid mobilization of America's industrial army would be curtailed.

"If the million tons of supplies now being hauled by motor trucks were left for the railroads to transport, they would be literally swamped, as they now practically swamp the country can handle. The same is true with those individuals whose business of patriotic activities make it necessary for them to use the passenger car to promote efficiency and economy in order to keep up with the demands made upon their time and efforts.

Familiar to Industry.
"While all of these factors are familiar to the automobile industry, to make the automobile and motor truck still more valuable to the nation's industries and to the public our executive, sales and advertising departments have been drawn more closely together to enable us not only to meet the increased demand in manufacturing which we have promised the government, but at the same time to continue showing the public how the automobile and motor truck aid in intensive and extensive work."

On being asked whether he thought the proposed government restriction of

GENERATOR CAUSE
OF AUTO TROUBLES

Average Driver Helpless When
Ignition Fails—Oil an Im-
portant Factor.

"Do not neglect the electric generator," says William H. Stewart, Jr., president of the Stewart Automobile School. "It is the only source of current for ignition, starting and lighting, and when it fails to function properly you start trouble all along the line. The efficiency of the battery depends upon the generator output."

"The average driver is helpless in case the generator fails, but it is important to be able to tell when it is not working correctly, so that one may have it attended to by a competent repair man. "The first cause of every mechanism is lubrication. A place to oil the bearings will be found at each end of the armature. If the oil hole is closed by a steel ball held in place by a spring the dust should be wiped away before the oil can be applied, otherwise the grit will be carried into the bearings, cause a flight oil and inject a drop or two every few days.

Vary Motor Speeds.

"The next thing is to learn the indications of correct action. The amateur will measure the output of electricity. Run the motor at varying speeds and note if the ammeter indicates charge and if the number of amperes increase with the speed of the engine. This should occur up to a certain point, when the regulator will function.

"Occasionally listen closely to the generator to note if the brushes are squeaking. There is enough grit in the composition of the brushes to lubricate them, but occasionally a brush will squeak in spite of it. If this occurs a very little gasoline or three-in-one oil should be put on commutator. Place some on the finger and rub it the length of the commutator.

"If brushes show sparks while generator is revolving or the ammeter needle trembles instead when the brushes do not fit properly or the commutator is gummed with oil and dirt. On some generators it is easy to reach the brushes, but on others it is extremely difficult, sometimes requiring removal of the apparatus. Yet the commutator must be cleaned or the brushes refitted, as the case may be.

Clean Commutator!

"By raising the brushes on some types or by removing them on others this may be accomplished. Clean the commutator with a cloth dipped in gasoline. If brushes are removed be sure they are replaced the same side up, as they will not fit properly if reversed.

"The job of refitting brushes would best be left to an expert. The usual method is to place fine sandpaper around the commutator and to revolve it with the brushes resting on the sandpaper. This wears them to the proper curvature.

Auto Electric Service Corporation
"Specialists in Electrical and Carburetor Troubles."
Automobile Ignition, magneto's, generators, self-starters and lighting repairs.
1512 14th St. N.W. Phone Main 7630

TRADE NOTES.

E. H. Neumeier, Jr., and William G. Neumeier have entered the automobile business in Washington. Under the name of the Neumeier Motor Company, they will be local representatives hereafter of the Mitchell car, with show-rooms at 1823 14th street. The service station will be located farther downtown in one of two buildings now under construction.

William Neumeier is not new at the business, having been one of the pioneer dealers in Washington. For some years he has been in business with his father, who has since disposed of his interests.

Nearly every local automobile representative in the city and many of their salesmen are making preparations to attend the National Automobile Show in New York, which opens Saturday night.

Charles E. Miller, for many years a partner of Miller Brothers, one of the oldest automobile firms in the city, has severed his connections with his brother, Claude Miller, and opened a general tire shop at 812 14th street northwest.

DESIGNS ARE COMPLETED.
Quartermaster Corps to Standardize
Motor Trucks and Trailers.

Completion of designs for standardizing all the motor trucks and trailers needed by the government for peace as well as war work is announced by the Quartermaster Corps.

Three classes of trucks have been provided, of which the class AA with three-fourths ton capacity was the last to be worked out by the 200 motor engineers who have contributed many new ideas. Manufacture of the class B truck, having a rated capacity of three tons, already has started after exhaustive tests of the sample cars. Three sample trucks of the class A variety, capacity one and a half tons, now are being tested.

Plans for standard motor trailers including three 4-ton capacity requested by Gen. Pershing for early use in France. It will have only two wheels, according to present designs.

Winter Painting
and Storage

We have room to paint and store a few more cars until spring. The scarcity of help and difficulty in securing materials makes it imperative that you act NOW.

We estimate any time, anywhere, on any car.

F. J. STOCKING
& SON
Automobile Painters and Trimmers
926 N St. N.W.

and insures a good fit. "In case the ammeter shows no charge, the trouble may be in a number of places, and it is best to have the service station attend to it. Troubles in the generator, loose wires, faulty ammeter, cutout or regulator troubles, all of these may occur, and only a skilled workman familiar with the system should be employed to trace out the defect. "Locate a good service station if the ammeter shows no charge, or too great a charge, or possibly discharge when the engine runs at fifteen to twenty miles an hour. The difficulty may be a simple one, requiring only a touch to adjust it, or it may require a long search and the return of the generator to the factory for repairs."

The Cook & Stoddard
Company

Extend to You

Best Wishes

for

A Happy and Prosperous

New Year

1138-40 Connecticut Avenue N.W.

Telephone Franklin 3900-3901

Another
FEDERAL

Idea That's Sound

In the 1, 1½, 2, 3½ and 5 ton Models there's a capacity to just fit each business need. We can give you data on FEDERAL work in Your Line of Business. Ask

Standard Auto Service Co.,

320 Pa. Ave.

Phone Main 7782.

Distributors for
The FEDERAL Motor Truck Co., Detroit



Quality

Quality buyers have always selected the Rauch & Lang as a matter of course. Its prestige is built upon the corner-stone of sixty-four years' reputation for making only the highest type of quality vehicles.

Rauch & Lang coach building, exquisite artistry in exterior and interior design and appointments, unequalled mechanical construction and workmanship always make it incomparable.

It is a luxurious treasure—beautiful, simple, dependable, silent and safe. Let us show you the latest models.

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Phone West 458.

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"The Social Necessity"

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